U.S. DEPARTMENT OF ENERGY | Energy Efficiency & Renewable Energy

The Internet-Based Economy – Resources, Tips, & Examples to Succeed

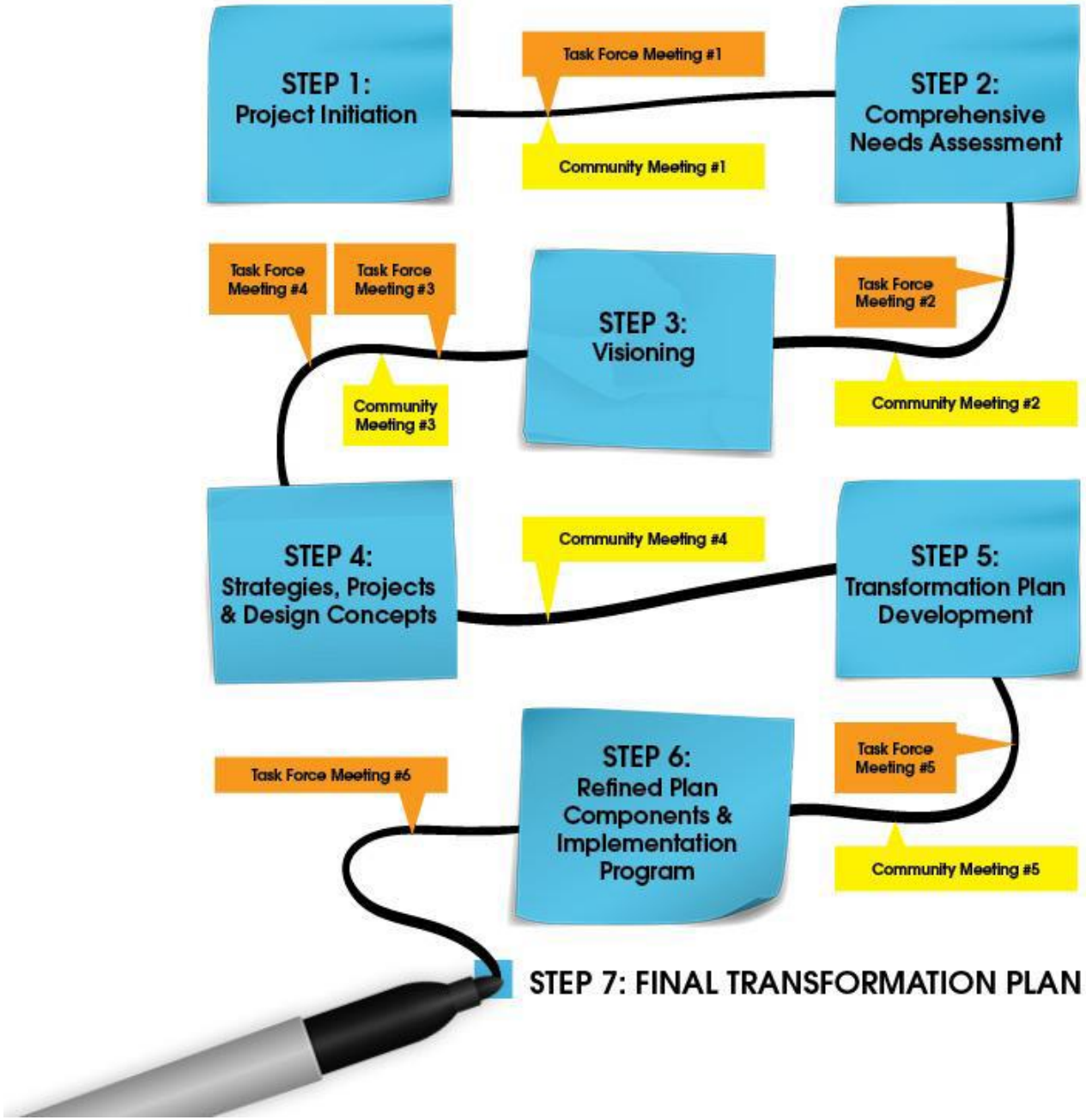
November 17, 2016

Webinar Series sponsored by Housing and Urban Development, Department of Energy and Department of Education

ROCKFORD

CHOICE NEIGHBORHOODS TRANSFORMATION PLAN

ROCKFORD HOUSING AUTHORITY | CAMIROS


STEP 1:
Project Initiation
Task Force Meeting #1
Community Meeting #1
STEP 2:
Comprehensive
Needs Assessment
Task Force
Meeting #2
Community Meeting #2
STEP 3:
Visioning
Task Force
Meeting #4
Task Force
Meeting #3
Community
Meeting #3
STEP 4:
Strategies, Projects
& Design Concepts
Community Meeting #4
STEP 5:
Transformation Plan
Development
Task Force
Meeting #5
Community Meeting #5
STEP 6:
Refined Plan
Components &
Implementation
Program
Task Force Meeting #6
STEP 7: FINAL TRANSFORMATION PLAN

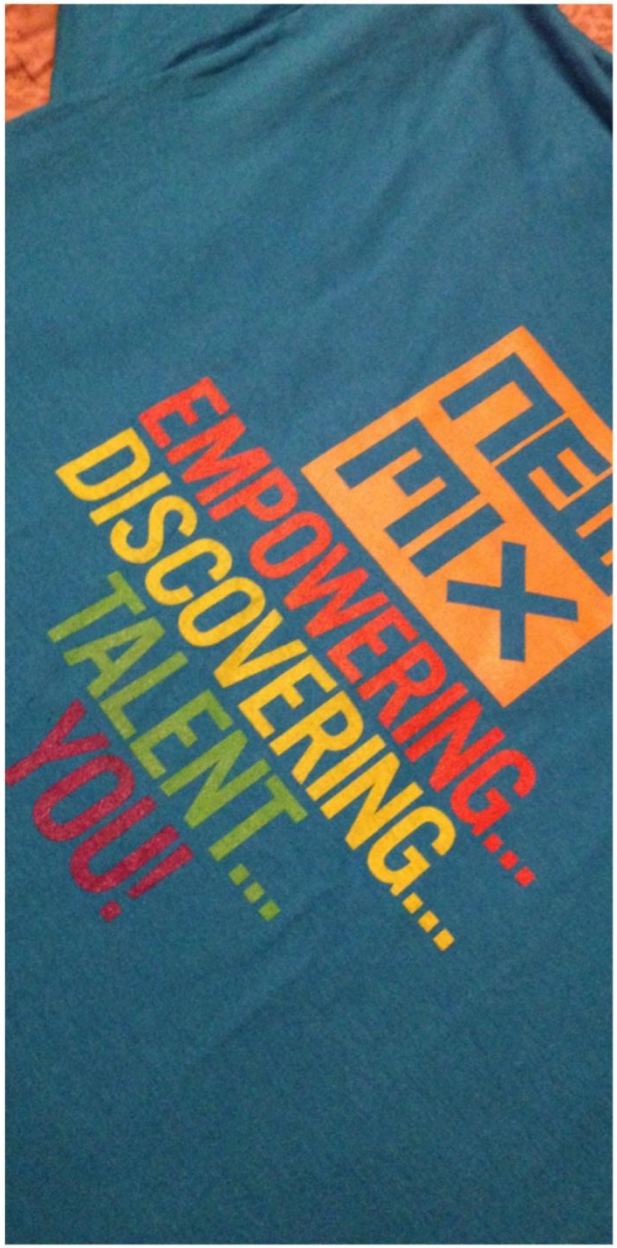
talent
to do something well:
a person or people with
with the ability to be

All too often neighborhoods become known by headlines, statistics and obstacles... no longer.

From today forward we believe in creativity, in opportunity, in power, in motivation, in ourselves.

From today forward, we will promote, discover, believe and mix it up!

NEW
MIX
2013


NEW
MIX
EMPOWERING...
DISCOVERING...
TALENT...
YOU!

Unusual Suspects... Unique stories

Etsy

Juanita's story...

Bill's story...

Jamie's story...

And the stories continue...

There will be haters, there will
be doubters, there will be
non-believers,
and then there will be

YOU

proving them wrong.

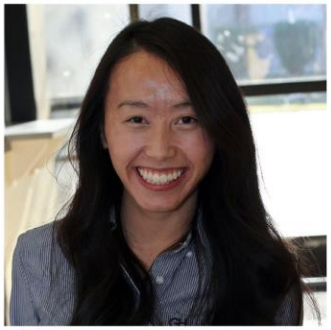
223 South Winnebago Street
Rockford, Illinois 61102

sama SCHOOL

Samachool Online

November 17, 2016

Lindsey Crumbaugh
Managing Director



OUR VISION

Technology is significantly transforming the way we work. Unbundling projects, creating finer divisions of labor, and contracting out work are cornerstones of the 21st century economy.

We believe that no one should not be excluded from the opportunities that these changes create.

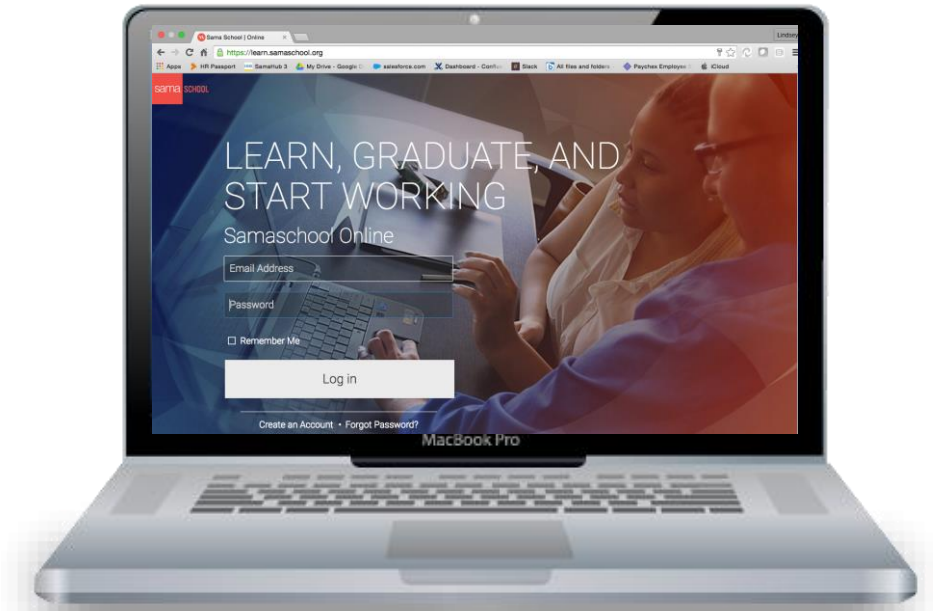
Samaschool trains people to succeed in digital work and the freelancing economy. We seek to build a more inclusive global workforce.

OUR MODEL

We provide populations around the globe with the skills and knowledge necessary to succeed in the digital economy.

We offer in-person training in select cities as well as a free 4- to 6-hour online training program that teaches students about online work:

- What are online work platforms
- How to get started
- How to find jobs
- How to get jobs

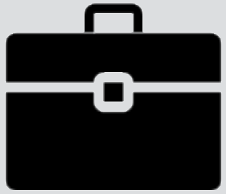


OUR Content

Content is delivered through a self-paced, interactive online training platform.

Online Work Basics	Introduction to online work and whether or not it's a fit for you
Understanding Online Work Platforms	Functions and features of different platform types
Avoiding Scams	Common online work scams and how to stay safe online
Starting Out as an Online Freelancer	How to find the right platform and build a great profile
How to Find Jobs	Identify your online offering, find and analyze job opportunities
How to Get Jobs	How to write a great proposal and secure ongoing work

GRADUATE OUTCOMES



62%

Have registered for an online work platform

15%

Have been offered an online work opportunity

10%

Have been accepted an online work opportunity

Marketplace	Independent	Task-for-hire	E-commerce	Multiple
43%	20%	11%	6%	20%

Sign-up: www.samachool.org/online

Foundation

HP LIFE

Providing skills that transform lives

November 2016

www.life-global.org

HP LIFE opens pathways to opportunity

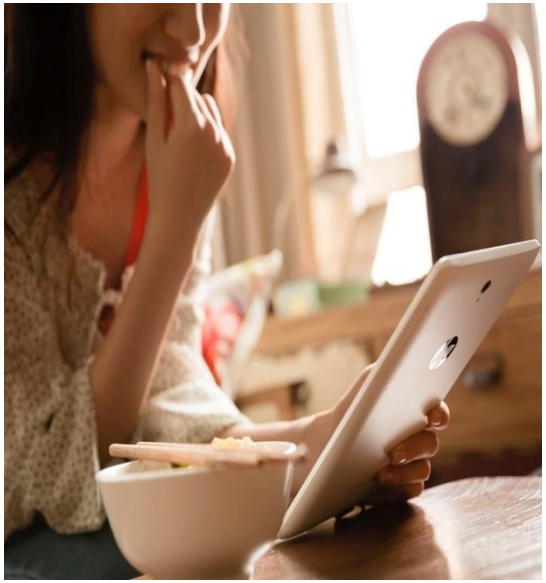
Skills for today's economy

Access to 25 learning modules—from marketing and communication to finance and operations—equips entrepreneurs to make savvy business decisions. Available in 7 languages.

www.life-global.org

Easy access, for anyone

HP LIFE e-Learning courses are available to anyone at anytime with an internet connection and a computer—at no cost.



Partnerships for hands-on expertise

We collaborate with educators, business development institutions, and small-business owners worldwide to offer practical, on-the-ground training.

Keys to a brighter future

HP LIFE provides skills that transform lives and economies

631,000+
participants in more than 200 countries and territories since 2012

84%
of users credit their success to HP LIFE courses[1]

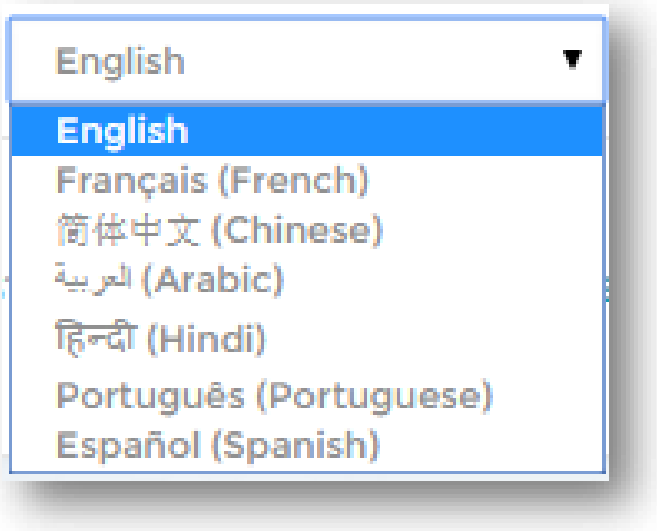
25 interactive learning modules covering business and IT skills

74 million
unemployed youth worldwide need access to educational resources[2]

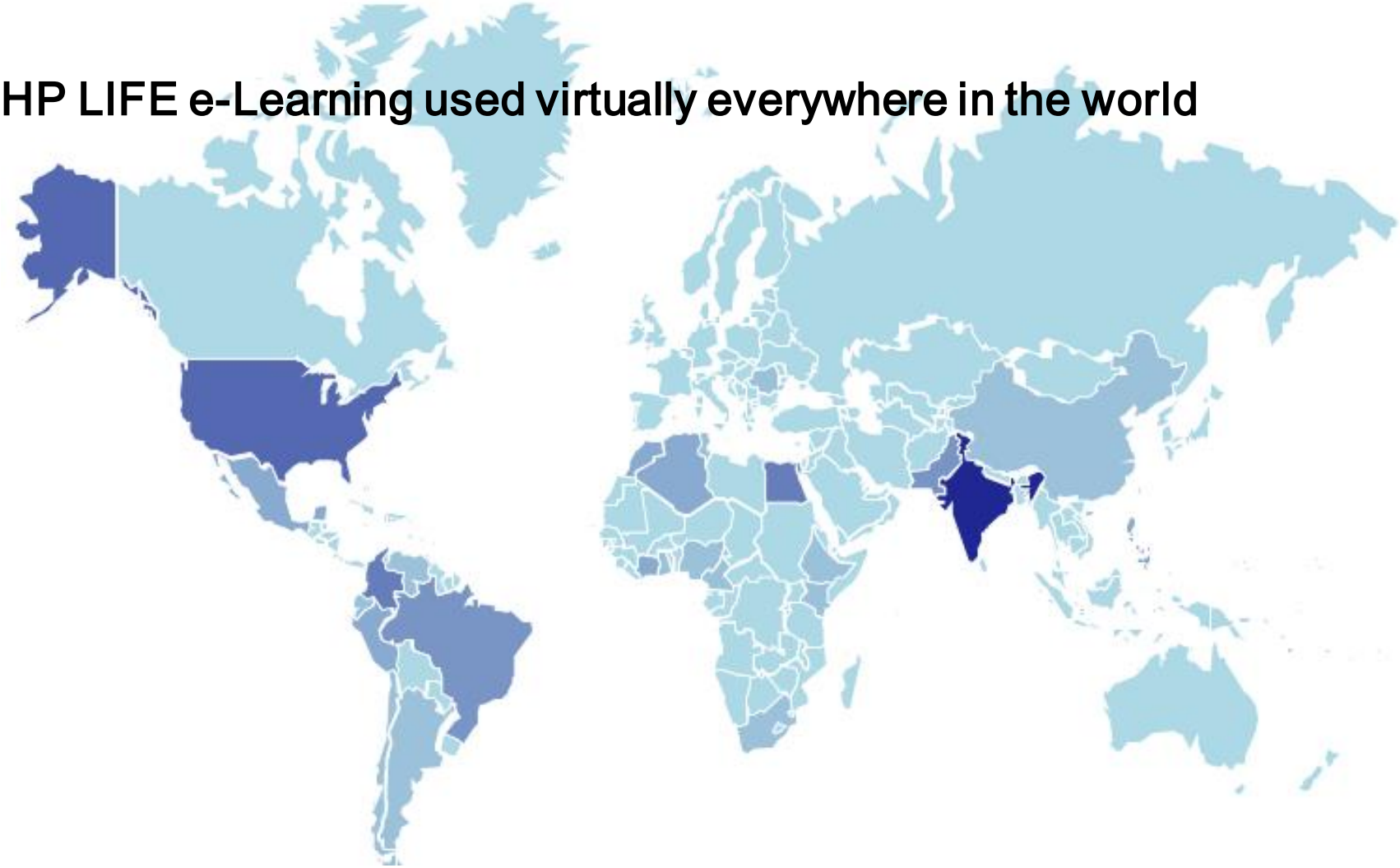
1 HP LIFE follow up survey
2 "Global Employment Trends 2014: Risk of a jobless recovery?" International Labour Organization, 2014.

Courses are available in multiple languages

- English
- French
- Chinese
- Arabic
- Hindi
- Portuguese
- Spanish



HP LIFE e-Learning used virtually everywhere in the world



HP LIFE e-Learning

A focus on core business competencies

Content

- Interactive content
- Designed around core business competencies
- Apply learnings to create a business plan using My plan
- Resources for trainers and educators

Startup/innovate	Finance	Marketing	Operations	Communication
Design thinking (launch Nov)	Basics of finance	Social media marketing	Maximizing capacity	Effective leadership
Strategic planning	Profit and loss	Unique value proposition	Managing contact information	Business communications
Social entrepreneurship	Finding funding	Selling online	Customer relationship management (CRM)	Effective presentations
	Cash flow	Setting prices	Hiring staff	Business email
	Sales forecasting	Marketing benefits vs. features	Inventory management	Presenting data
		Your target audience	IT for business success	
		Effective business websites	Energy efficiency: Do more for less	

HP LIFE e-Learning – course structure

Each course features six steps:

Start Course: a brief overview of course objectives and components

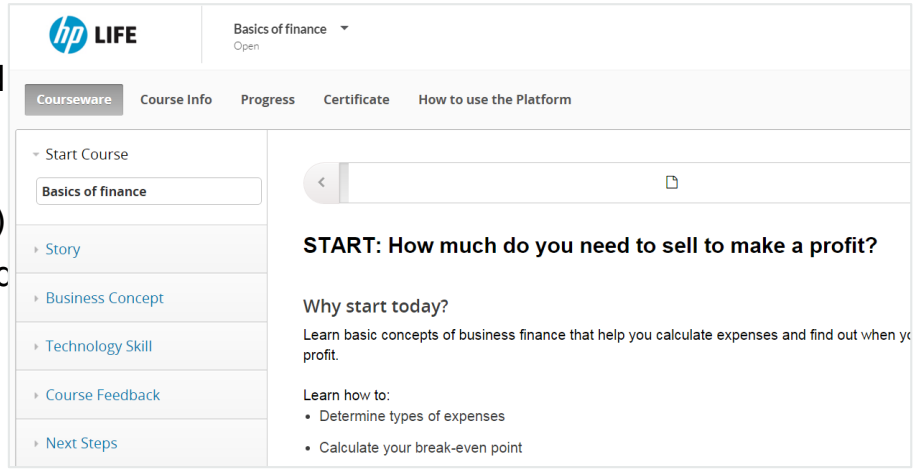
Story: the scenario of a real-life entrepreneur facing a common business challenge (photo novella with audio)

Business Concept: principles and strategies to respond to the business challenge (with guided and unguided interactivities)

Technology Skill: skills linked to the business concept that can help save time and money; includes tutorials, interactivities, and downloadable exercises

Course Feedback: a brief survey to provide feedback on the course

Next Steps: additional resources to dive more deeply into the course topics and skills



HP LIFE e-Learning - certification

- Must complete the Business Concept, Technology Skill and end of course survey to complete a course
- Check Progress and if you have a total of 100%, the course has been successfully completed
- You will receive an email within 2 hours of completing a course with a link to download your course completion certificate.

Certificate of completion

Debbie Ledbetter

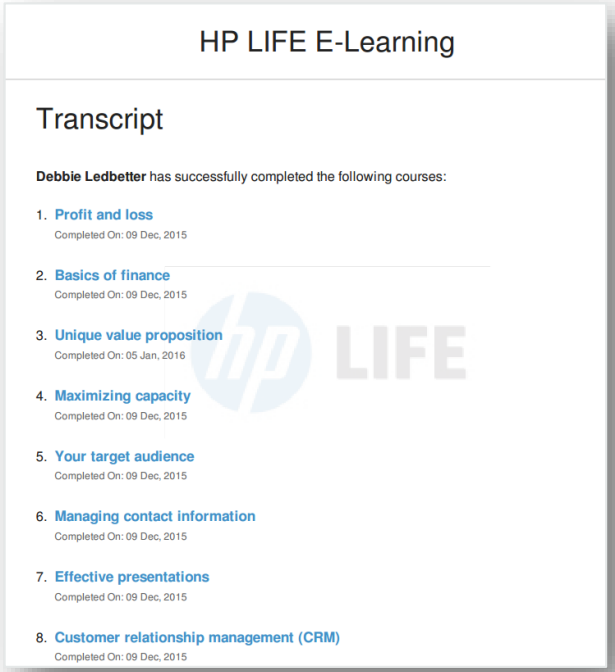
has successfully completed the **HP LIFE e-Learning** course on "**Social media marketing**"

Through this self-paced online course, totaling approximately 1 Contact Hour, the above participant actively engaged in an exploration of a range of social media marketing campaigns and learned how to create a Facebook ad to target customers.

Presented 2015-12-10

Nate Hurst

Nate Hurst
Sustainability Innovation Officer
HP Inc.
hplife.edcastcloud.com/verify/RMdfo7Vn



HP LIFE E-Learning

Transcript

Debbie Ledbetter has successfully completed the following courses:

1. Profit and loss
   Completed On: 09 Dec, 2015
2. Basics of finance
   Completed On: 09 Dec, 2015
3. Unique value proposition
   Completed On: 05 Jan, 2016
4. Maximizing capacity
   Completed On: 09 Dec, 2015
5. Your target audience
   Completed On: 09 Dec, 2015
6. Managing contact information
   Completed On: 09 Dec, 2015
7. Effective presentations
   Completed On: 09 Dec, 2015
8. Customer relationship management (CRM)
   Completed On: 09 Dec, 2015

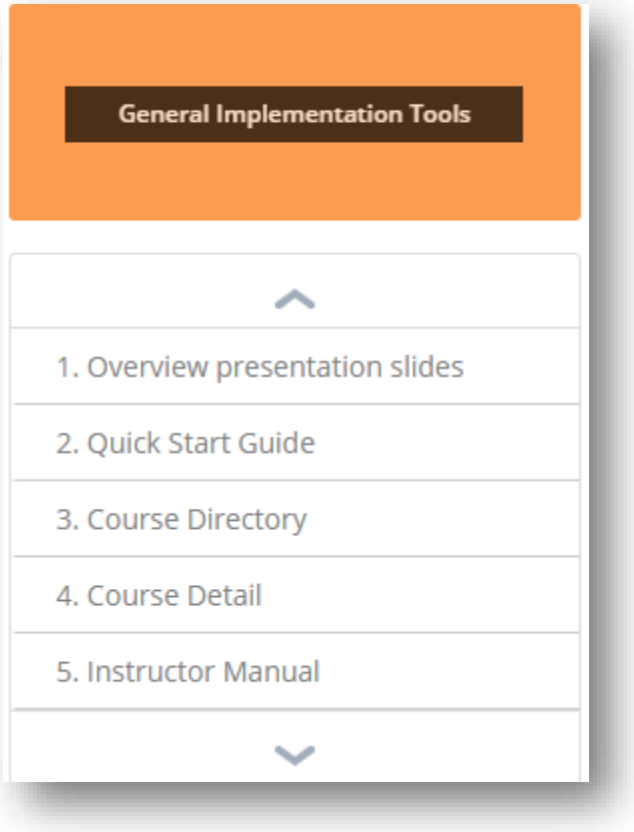
Educator tools

HP LIFE e-Learning educator tools

Available in Educators Resources

Resources to integrate HP LIFE e-Learning into formal and informal educational settings

- HP LIFE overview presentation
- Quick start guide
- Course information
- Instructor manual
- My plan template (business plan template)



HP LIFE network of institutional collaborators

- U.S. community colleges
- Small-business centers
- High schools
- Entrepreneurship training centers
- Women's networks
- Youth networks
- Distance learning and online universities
- University Entrepreneurship Club organizers
- Entrepreneurship competition organizers

Partners:

USAID
FROM THE AMERICAN PEOPLE

NACCE
THE IMPACT OF ENTREPRENEURSHIP

SkillsUSA

KELLEY SCHOOL OF BUSINESS
INDIANA UNIVERSITY
Institute for International Business

UNIDO

enactus

UNHCR
The UN
Refugee Agency

edcast

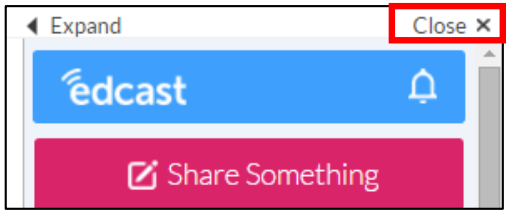
Organization of
American States

More rights
for more people

Best practices

Best practices

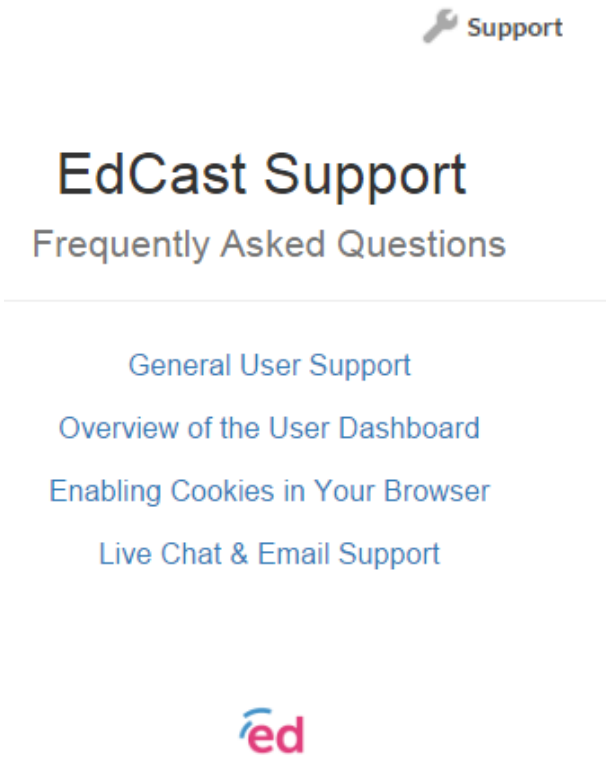
- Browsers: Use Firefox, Chrome or Safari
- Follow on screen prompts throughout the courses
- Course navigation:
  - Close the discussion forum panel on right side of screen for best navigation experience
  - Users must click on the Business Concept and Technology Skill submit buttons to complete the activities and be eligible to receive a course certificate



Technical support

EdCast and HP provides robust user support including:

1. FAQs in general user support
2. Overview of the dashboard
3. Email support (24x7) at support@edcast.com
4. Live chat (24x5)



Thank you

www.life-global.org

“The betterment of society is not a job to be left to a few. It’s a responsibility to be shared by all.”

David Packard

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